

17 MAY 1968

P. Fuerbringer, OTT
302.4.01.1 Time

A letter from the PUBLISHER

James R. Shepley

We take this opportunity to share with our readers a memorandum sent to the staff last week by Editor-in-Chief Hedley Donovan:

I AM very happy to announce the appointment of Otto Fuerbringer as chief explorer of Time Inc.'s interests and opportunities in the newspaper field. As you all know, the company hopes to develop a role in daily newspaper journalism, and we are asking Fuerbringer to take charge of our studies of where, when, and how. He will be directly responsible to Andrew Heiskell, Jim Linen and myself.

Fuerbringer comes to this new assignment from eight notably successful years as managing editor of TIME. Under his editorship, TIME's worldwide circulation has grown from 3,000,000 to 5,000,000, and the magazine has been enriched both in visual quality and in the scope of its reporting, including such important new departments as Law and Essay. Otto came to TIME as a writer in 1942, after ten years as a reporter for the St. Louis Post-Dispatch. He became a senior editor of TIME in 1946, assistant managing editor in 1951, and managing editor in 1960. He is a journalist of extraordinary enterprise, and the company is confident he will bring to his new responsibilities the same imagination and judgment that have distinguished his editorship of TIME.

Otto's successor will be Henry Grunwald. Henry is up from copy boy, and has some other distinctions as well. He has written in many departments of TIME (starting in Foreign News in 1945), edited most of them, and been the launching editor for several new departments, including Essay. He became a senior editor in 1951 and an assistant managing editor in 1966. He has won wide respect among Time Inc. editors for freshness of phrase and idea, and a remarkable intellectual depth and versatility.

I take great satisfaction, too, in announcing the promotion of James Keogh to executive editor of TIME. Jim came to TIME in 1951 from the Omaha World-Herald, where he was city editor. He became a senior editor of TIME in 1956, and an assistant managing editor in 1961. He has edited every department of the magazine, sat in often as acting managing editor, and supervised much of the general flow of editorial administration and production, all with distinct benefit to TIME's staff and its readers. The title of executive editor has not appeared on TIME's masthead for some years, but seems exactly appropriate for Jim—a first-class executive and one of the most thoroughly professional editors in Time Inc.

I know their colleagues join me in gratitude for all these men have done for TIME and Time Inc., and in high expectations for their new assignments.



FUERBRINGER



GRUNWALD



KEOGH